

**CITY OF GAUTIER
MEMORANDUM**

To: Samantha Abell, City Manager
From: April Havens, Grants & Projects Manager
Through: Chandra Nicholson, Director of Economic Development and Planning Dept.
Date: March 29, 2016
Subject: Designation of East Lake District and Renaming of Allen Road to East Lake Boulevard

REQUEST:

The Economic Development and Planning Department requests City Council authorization to designate the northeast quadrant of the intersection of Interstate 10 and Hwy. 57 as the “East Lake” district and change the name of Allen Road to “East Lake Boulevard.”

BACKGROUND:

The area at Exit 57 north of the interstate was annexed in 2002. In 2010, Bienville Orthopaedic group announced that the area was selected for the site for their new medical complex.

In 2012, the city obtained a CAP Loan from the Mississippi Development Authority to make improvements to the Allen Road to “boulevard” the access to the new medical complex. The first payment is due one year after construction completion. Also in 2012, the city began developing a Master Plan for the area and working with MDOT to better align a north-south roadway that MDOT would be constructing as a part of the Highway 57 widening project to relocate the existing Allen Road/Highway 57 connection further away from the interstate.

In 2012, the City partnered with the Gulf Regional Planning Commission and MDOT to better formalize and further develop the area Master Plan. The Master Plan will help with future growth and expansion of the area.

The Bienville Medical Complex, to include Bienville Orthopaedic Specialists, other specialty doctor’s offices, specialty imaging services, and an Ambulatory Surgery Center, will anchor this area. This \$20 million private investment will bring 185-plus full and part-time jobs to the area. Payroll is expected to reach nearly \$7.8 million. Once completed, the City’s share of the property taxes for the Bienville property will double from their current valuation.

The city and the Bienville Orthopaedic group are now working on branding for the area. The branding of this area is very important for its future growth.

DISCUSSION:

The Bienville Orthopaedic group has requested that the City designate the area north of the Interstate surrounding the large lake as “East Lake.” The new medical complex will then be named “Bienville Medical Park at East Lake.”

The area to be designated as “East Lake” is generally described as north of Interstate 10; east of Highway 57; south of the northern boundary of the City Municipal Limits (northern boundary of the Coca Cola plant property); and west of the Sandhill Crane Refuge property.

Designation of the district will provide the area with branding and an identity and will be valuable for Economic Development and the future growth of the area. This designation will be especially helpful in promoting and marketing the area. Renaming Allen Road to East Lake Boulevard, along with the roadway improvements underway by the City, will further solidify the branding effort.

Once approved by the City Council, the City will send public notification to each property owner on Allen Road and publish a Public Notice in the newspaper. The change will be implemented a minimum of 30 days from the date of the public notice. The Post Office, County, E-911, and Utility Companies will be notified of the street name change.

RECOMMENDATION:

The Economic Development and Planning Department recommends that City Council designate the name of the northeast quadrant of the intersection of Interstate 10 and Hwy. 57 as “East Lake” and change the name of Allen Road to “East Lake Boulevard.”

The City Council may:

1. Approve the designation of “East Lake” and renaming of Allen Road to “East Lake Boulevard”; or
2. Not approve the change.

ATTACHMENT(S):

None